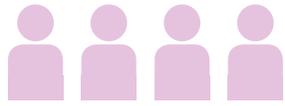


Ideas for your Civic Day...

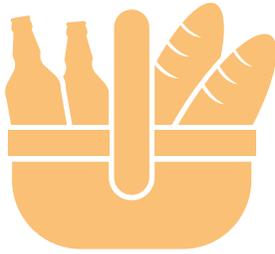
Unveil
a blue
plaque



Organise a
question time



A community
litter pick



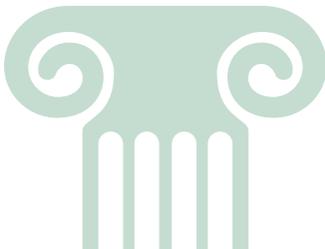
Have a
picnic

Create a
Town trail

An
historical
display

A writing
competition

An award for
architecture



Get involved
www.civicday.org.uk
#civicday

**CIVIC
VOICE**
talking civic sense

60 Duke Street
Liverpool L1 5AA

T 0151 707 4319

E info@civicvoice.org.uk

www.civicvoice.org.uk

@civic_voice

Civic Voice is a company limited by guarantee
Registered in England no. 7142946
Charity registration no. 1134476
© Civic Voice 2015

Civic Day

A day, each year, to say,
'I care about where I live'



If you care about your
community get involved
www.civicday.org.uk

#civicday

**CIVIC
VOICE**
talking civic sense

Objective

The purpose behind Civic Day is threefold:

1. To showcase the work of individual societies to their community with a view to encouraging people to join and take an interest in the aims of history, heritage and planning.
2. To get to know other community groups in their town and encourage them to advertise their work under the umbrella of common publicity.
3. To promote Civic Voice.

Get to know community groups

There are many groups in the average community – WIs, Churches, Youth groups as well as societies and choirs. The local services – police, fire and NHS are also quite often keen to demonstrate what they do.

One way to get to know them is to invite them to Society Meetings; a five minute introductory talk before the main talk will build some rapport with other groups particularly if they can hand out their literature and chat to members.

It is important also to include the local council – town, district or county. A good relationship with them is often the key to successful lobbying.

Civic Voice information

Make sure that you have the relevant Civic Voice literature and details of projects; add the logo to any handouts. Make sure that the Civic Voice logo and web address appear on all literature.

Get council support

Most councils have a budget for supporting community activities; quite often the sums that they hand out are relatively small but a grant of £250 or so can be very useful when spent on publicity.

Make sure that your councillors and officers have details of Civic Day; ask the mayor/chairman to open an event.

Events and venues

The principle of partnership works well in arranging events; both performers and venues are attracted by the idea of sharing the costs and ticket revenue of an event. This concept is more attractive if some of the proceeds can be given to a local charity and/or good cause

Schools

Young people in schools and community groups such as the Scouts and cadet organisations should be an important part of any Civic Day; they are normally keen to take part in some community activity and it will give them a simple introduction to the civic society movement.

Contact with schools can be very difficult as the staff are normally focused on school activities. On the other hand, they are quite often keen to take part in some form of competition – literary or musical – and if someone can sponsor a cup and/or prize so much the better.

In some places, Civic Day is planned for the last week of the summer term – quite often a time when schools are looking for activities.

Publicity

The best way that your society can support the community in Civic Day is to prepare a programme giving details of all the events; in this way you can build up the momentum of the occasion. Keeping the local Press and radio aware is important but don't give them details too far in advance.

The production of a programme is normally the most significant cost item.

Use the local library, church noticeboards and town hall boards for publicity.

Sponsorship

Most companies have a small budget for supporting community activities. If possible, personal contact should be made to find the right person to talk to. You can offer companies two options, sponsor an event or advertise in the programme.

Budget and costs

Although individual societies may opt to make a contribution to Civic Day from their funds, the events should not cost your society anything; community groups organising events should do it under their own steam and take the costs and profit.

As above, the principal item of expenditure will be publicity and this should be covered by donations, advertising or sponsorship.

Civic Weekend or Week

Some Civic Days have extended over several days, involving the community in numerous events, etc (*Original text says have 'greater impact'. Should you say that? The idea of a Civic Day may appear poorly conceived: eg. why wasn't it Civic Week?*)